

## ORDER



**Orders**  
**Order / Rev:** 964053  
**Alt Order #:** 25347212  
**Product Desc:** TV  
**Estimate:**  
**Flight Dates:** 11/04/16 - 11/08/16  
**Original Date / Rev:** 11/03/16 / 11/03/16  
**Order Type:** REG

## WLNS Lansing

**Primary AE:** Katz Washington  
**Sales Office:** K-WAS  
**Sales Region:** Nat

**Agency**  
**Name:** Strategic Media Placement  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/MI HD 71  
**Demographic:** A35+  
**Product Codes:** PL5  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN9370/IN11002/IN14195/TO29  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/08/16	37	\$8,440.00	\$7,174.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	37	\$8,440.00	\$7,174.00	0.00
<b>Totals</b>	<b>37</b>	<b>\$8,440.00</b>	<b>\$7,174.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington	K-WAS	Nat	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WLNS	11/04/16	11/08/16	6 News This Morning 6 News This Morning	CM	430a-5a	11--1--	:30	3	\$30.00	P2	0.00	NM	3	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	----1--		1				\$30.00		0.00			
		Week: 11/07/16	11/13/16	11-----		2				\$30.00		0.00			
N 2	WLNS	11/04/16	11/08/16	6 News This Morning I 6 News This Morning I	CM	5a-528a	11--1--	:30	3	\$100.00	P2	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	----1--		1				\$100.00		0.00			
		Week: 11/07/16	11/13/16	11-----		2				\$100.00		0.00			
N 3	WLNS	11/04/16	11/08/16	6 News This Morning II 6 News This Morning II	CM	528a-558a	11--1--	:30	3	\$100.00	P2	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	----1--		1				\$100.00		0.00			
		Week: 11/07/16	11/13/16	11-----		2				\$100.00		0.00			
N 4	WLNS	11/04/16	11/08/16	6 News This Morning 6-7M 6 News This Morning 6-7a	CM	6-7a	11--1--	:30	3	\$250.00	P2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	----1--		1				\$250.00		0.00			
		Week: 11/07/16	11/13/16	11-----		2				\$250.00		0.00			
N 5	WLNS	11/04/16	11/08/16	CBS This Morning CBS This Morning	CM	7a-9a	11--1--	:30	3	\$200.00	P2	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	----1--		1				\$200.00		0.00			
		Week: 11/07/16	11/13/16	11-----		2				\$200.00		0.00			

Order / Rev: 964053  
 Alt Order #: 25347212  
 Flight Dates: 11/04/16 - 11/08/16

Advertiser: POL/MI HD 71  
 Product Desc: TV  
 Estimate:

WLNS Lansing

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WLNS	11/04/16	11/08/16	CBS This Morning Sa CBS This Morning Sa	CM	9a-11a	-----1-	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----1-		1			\$200.00			0.00			
		Week: 11/07/16	11/13/16	-----		0			\$200.00			0.00			
N 7	WLNS	11/04/16	11/08/16	CBS Sunday Morning CBS Sunday Morning	CM	CBS Sunday Morn	-----1	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----1		1			\$600.00			0.00			
		Week: 11/07/16	11/13/16	-----		0			\$200.00			0.00			
N 8	WLNS	11/04/16	11/08/16	Let's Make a Deal Let's Make a Deal	CM	958a-1058a	11--1--	:30	3	\$200.00	P2	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	----1--		1			\$200.00			0.00			
		Week: 11/07/16	11/13/16	11-----		2			\$200.00			0.00			
N 9	WLNS	11/04/16	11/08/16	Price is Right Price is Right	CM	1058a-12p	11--1--	:30	3	\$250.00	P2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	----1--		1			\$250.00			0.00			
		Week: 11/07/16	11/13/16	11-----		2			\$250.00			0.00			
N 10	WLNS	11/04/16	11/08/16	6 News at Noon 6 News at Noon	CM	12p-1228p	1---1--	:30	2	\$300.00	P2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	----1--		1			\$300.00			0.00			
		Week: 11/07/16	11/13/16	1-----		1			\$300.00			0.00			
N 11	WLNS	11/04/16	11/08/16	Y&R Y&R	CM	1228p-130p	1---1--	:30	2	\$250.00	P2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	----1--		1			\$250.00			0.00			
		Week: 11/07/16	11/13/16	1-----		1			\$250.00			0.00			
N 12	WLNS	11/04/16	11/08/16	Bold & Beautiful Bold & Beautiful	CM	130p-2p	1---1--	:30	2	\$250.00	P2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	----1--		1			\$250.00			0.00			
		Week: 11/07/16	11/13/16	1-----		1			\$250.00			0.00			
N 13	WLNS	11/04/16	11/08/16	6 News at 5p 6 News at 5p	CM	458p-529p	1---1--	:30	2	\$300.00	P2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	----1--		1			\$300.00			0.00			
		Week: 11/07/16	11/13/16	1-----		1			\$300.00			0.00			
N 14	WLNS	11/04/16	11/08/16	M-F 530p-6p M-F 530p-6p	CM	529p-558p	----1--	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	----1--		1			\$200.00			0.00			
		Week: 11/07/16	11/13/16	-----		0			\$300.00			0.00			
N 15	WLNS	11/04/16	11/08/16	LN Sa 6 News at 11 Saturday	CM	11p-1135p	-----1-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----1-		1			\$300.00			0.00			
		Week: 11/07/16	11/13/16	-----		0			\$300.00			0.00			
N 16	WLNS	11/04/16	11/08/16	M-Su 6 News at 11 Late M-Su 6 News at 11 Late	CM	1130p-1205a (11:30 PM-12:05 XM)	-----1	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----1		1			\$300.00			0.00			
		Week: 11/07/16	11/13/16	-----		0			\$300.00			0.00			
N 17	WLNS	11/04/16	11/08/16	CBS College FB Dbl Ga CBS College FB Dbl Game 1	CM	330-7p (3:30 PM-7:00 PM)	-----1-	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----1-		1			\$150.00			0.00			
		Week: 11/07/16	11/13/16	-----		0			\$300.00			0.00			

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Advertiser: POL/MI HD 71  
 Product Desc: TV  
 Estimate:

**WLNS Lansing**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 18	WLNS	11/04/16	11/08/16	NFL DBLHDR Game #1	CM	1p-4p	-----1	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
				NFL DBLHDR Game #1		(1:00 PM-4:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----1		1				\$500.00		0.00			
		Week: 11/07/16	11/13/16	-----		0				\$300.00		0.00			
N 19	WLNS	11/04/16	11/08/16	NFL DBLHDR Game #2	CM	4-730p	-----1	:30	1	\$600.00	P3	0.00	NM	1	\$600.00
				NFL DBLHDR Game #2		(4:00 PM-7:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----1		1				\$600.00		0.00			
		Week: 11/07/16	11/13/16	-----		0				\$300.00		0.00			
													Totals	37	\$8,440.00